

# BATTERY CATALOGUE 2013



## PANASONIC BATTERY CATALOGUE

[WWW.PANASONIC-BATTERIES.COM](http://WWW.PANASONIC-BATTERIES.COM)



**Panasonic**

# PANASONIC BATTERIES YOUR POWER PARTNER

Alkaline - Evolta	8
Alkaline - Pro Power	10
Alkaline - Everyday Power	12
Alkaline - Alkaline Power	14
Zinc Carbon - Red Zinc	16
Ni-MH - Rechargeable Evolta 2450 - 900	20
Ni-MH - Rechargeable Ready to Use 1900 - 750	22
Ni-MH - Rechargeable Ready to Use 1000 & telephone batteries	24
Chargers	26
Portable Power	28
Photo Lithium - Lithium Power	30
Lithium coin - Lithium Power	32
Micro Alkaline - Cell Power	34
Zinc Air - Batteries for hearing aid	36
Silver Oxide - Cell Power	38
Torches	40
Displays Carton Promotional	42
Displays Metal Permanent	44
Cross reference table	46
Technical specifications	48

## PANASONIC BATTERIES Your Power Partner

### PANASONIC GROUP WORLDWIDE

#### Panasonic Energy Europe, your professional battery partner

- Consumer understanding
- Expert in category management
- Top class supply chain management
- 100% dedicated Sales & Marketing organization covering total Europe



#### Worldwide leading enterprise

Panasonic Corporation Inc. is one of the largest electronic product manufacturers in the world. It manufactures and markets a wide range of products under the Panasonic brand to enhance and enrich lifestyles all around the globe.

Company Name:	Panasonic Corporation Inc.
Head Office Location:	Osaka - Japan
President:	Kazuhiro Tsuga
Foundation:	March, 1918 (incorporated in December, 1935)
Net Sales <sup>(1)</sup> :	7,303.0 billion yen
Number of employees <sup>(1)</sup> :	293,742
Number of Consolidated Companies <sup>(1)</sup> :	538 (including parent company)

<sup>(1)</sup> as of March 31, 2013

#### Panasonic ideas for life

**Panasonic**

Panasonic generates ideas for life...today and tomorrow. Through innovative thinking, we are committed to enriching people's lives around the world.

#### Panasonic's environmental awareness

##### Our 'eco ideas' Declaration:

The Panasonic Group strives to be a Green Innovation Company with a global perspective

##### 'Eco ideas' for Lifestyles

We will promote lifestyles which will virtually reduce CO2 emissions throughout the world

##### 'Eco ideas' for Business-styles

We will create and pursue a business-style which makes the best use of resources and energy

#### Vision looking to the 100th anniversary of our founding (in 2018)

No.1 Green Innovation Company in the Electronics Industry  
Make the environment central to all of our business activities and bring forth innovation

Green Life Innovation  
Realizing Green Lifestyles  
to Enrich People's Lives

Green Business Innovation  
Realizing the Greatest Possible Reduction in  
Environment Impact and Proposing Ideas



# PANASONIC BATTERIES

## Your Power Partner

### PANASONIC BATTERIES WORLDWIDE

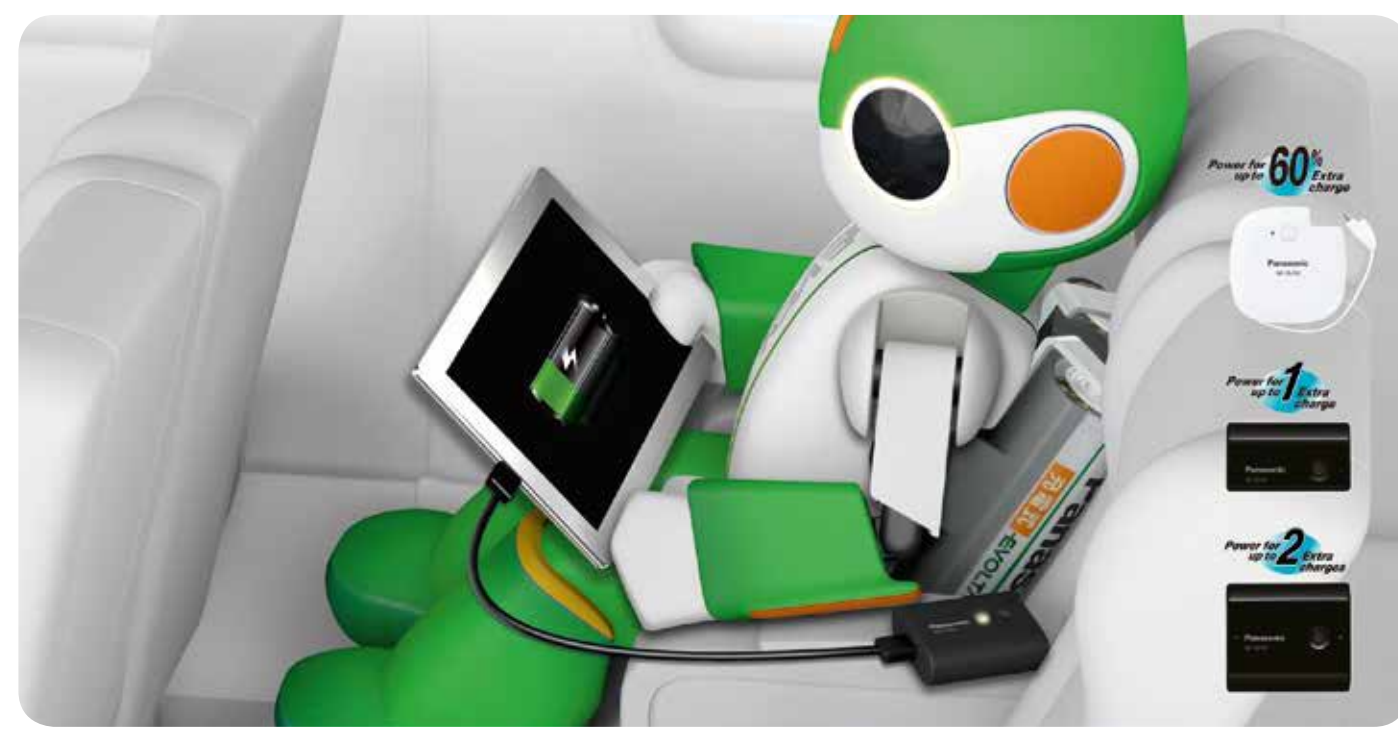
#### Production and capacity advantages

- **INTEGRATION**  
R&D, product and production technology
- **EFFICIENCY**  
Highly efficient and flexible manufacturer with short time to market
- **COVERAGE**  
38 factories covering all regions
- **EXPERIENCE**  
More than 80 years in battery manufacturing (since 1931)



#### Leader in innovation

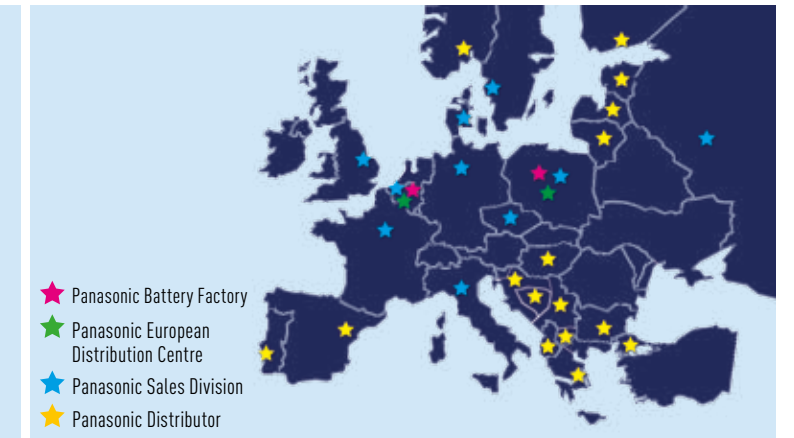
- 1995: 1st HIGH DRAIN ALKALINE  
For growing market of high drain appliances
- 2008: EVOLTA/EVOiA  
World's No.1 long lasting AA Alkaline battery recognized by GUINNESS WORLD RECORDS
- 2010: LAUNCH OF RECHARGEABLE EVOLTA  
Ultra long cycle life : up to 1600 cycles for AA and AAA batteries
- 2011: ENVIRONMENTAL FRIENDLY PACKAGING  
Switch Panasonic packaging to > 90% recycled carton to save environmental resources
- 2013: LAUNCH OF PORTABLE POWER  
New back up energy solution for growing Smartphone market
- 2013: LAUNCH OF HIGH CAPACITY RECHARGEABLE EVOLTA



### PANASONIC BATTERIES IN EUROPE

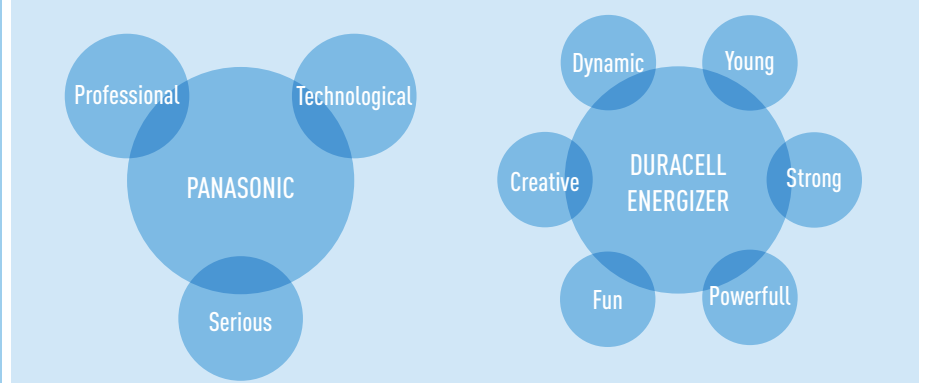
#### An organization 100% dedicated to batteries

- **BUSINESS**  
A battery dedicated company
- **INTEGRATION**  
Unified production, logistics and sales support
- **LOCAL MANUFACTURING**  
Two European production sites:  
Local flexibility and short delivery times  
In line with EU quality and environmental standards
- **DISTRIBUTION**  
European distribution centre in Belgium  
Hub for Eastern Europe in Poland



#### A powerful brand

- **HIGH UMBRELLA BRAND AWARENESS** <sup>(1)</sup>  
65th position in the "Best Global Brands 2012"
- **DIFFERENTIATED BRAND POSITIONING VS. OTHER BATTERY SUPPLIERS** <sup>(2)</sup>  
Panasonic offers a real alternative in the battery category



#### Shopper insights

**50%**  
OF BATTERY SHOPPERS PUT BATTERIES ON THEIR SHOPPING LIST <sup>(3)</sup>  
=> Need to focus on the main shelf

**50%**  
OF THE BATTERY SHOPPERS BUY ON IMPULSE <sup>(3)</sup>  
=> Maximum confrontation with batteries through secondary locations

**70%**  
OF SHOPPERS HAVE POSITIVE ATTITUDE TO RECHARGEABLE BATTERIES, BUT 30% FIND IT DIFFICULT TO CHOOSE THE RIGHT RECHARGEABLE BATTERIES AND CHARGERS <sup>(3)</sup> => Need to simplify the Rechargeable offer

**SHOPPERS BY BATTERIES IN DIFFERENT CHANNELS** <sup>(3)</sup>  
=> Important to adapt approach to each channel

**BATTERY CATEGORY IS NOT ALWAYS CLEAR FOR SHOPPERS** <sup>(3)</sup>  
=> Shelf should be organised to meet shopper expectations  
=> Appliance-based approach can help them make the right choice

(1) www.interbrand.com  
(2) PECE consumer/shopper researches  
(3) PECE consumer/shopper researches 2009-2011.



# PANASONIC BATTERIES

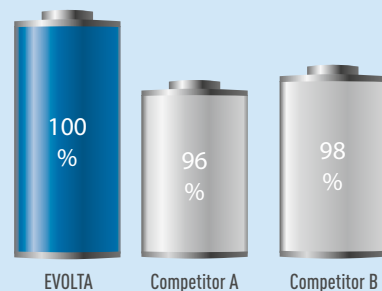
## Your Power Partner

### PANASONIC PRIMARY BATTERY RANGE

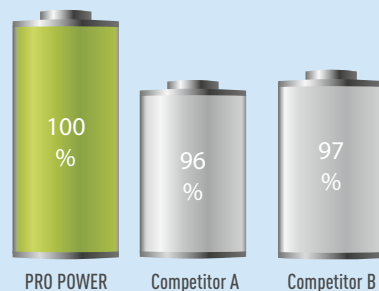
#### Introduction Panasonic Primary battery range



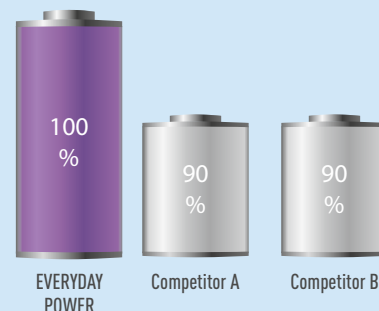
#### EVOLTA



#### PRO POWER



#### EVERYDAY POWER



#### Performance - Panasonic Alkaline batteries outperforms leading brands\*

\*Average Performance Index of IEC 8 modes, Panasonic internal test 2012 July

#### In-store visibility & POS execution



Strengthened performance visibility on pack  
Improved visibility all year long



Strengthened performance visibility in-store

#### Communication

##### Facebook® look & feel

Because communicating about our company and our products is one of the most important things, we decided to integrate Facebook® in addition to our B2C website.

You can find Panasonic related movies, pictures, new info on eco and CSR activities, new contests, and so on.

Don't hesitate to like our page and spread the word!



[www.facebook.com/MrEvolta](http://www.facebook.com/MrEvolta)



##### Mr Evolta

Tomotaka Takahashi is the ingenious developer behind the Panasonic Evolta Robot. Mr. Takahashi created this Evolta mascot, which has been nick-named Mr. Evolta to symbolize Panasonic's battery power.

##### POWERED BY ONLY TWO AA EVOLTA BATTERIES I COMPLETED 3 CHALLENGES:

Challenge #1: I climbed the 500m wall of the Grand Canyon (wind and rain, no problem!)  
Challenge #2: I completed the 24 hours endurance challenge (tough track, but loved it!)  
Challenge #3: I finished a 500km Marathon from Tokyo to Kyoto.

Challenge #4: Next to that I completed the 'Iron man®' triathlon in Hawaii in 167 hours with 3 Evolta rechargeable batteries.

##### Battery finder

You are looking for the right battery? Go to <http://www.panasonic-batteries.com/eu/products/batteryfinder>



#### Packaging benefits Panasonic Primary battery range

- Convenience: easy to store, to open, to choose.
- Consumer guidance
- Clear product information
- Icons of recommended appliances
- Medal system to clarify the hierarchy of the subbrands
- Subbrand name reflects the performance level of the batteries.
- Premium design.
- Inner carton: 100% recycled carton.
- Blister card: 90% recycled materials.





# PANASONIC BATTERIES

Your Power Partner

## 10-YEAR POWER-PROTECTION & ANTI LEAKAGE

Panasonic Energy is launching a new alkaline battery packaging design that focuses on product reliability and a long storage life. Launched on the European consumer market on 1 July, the new battery packaging design will be available across the whole Panasonic battery range, reflecting the company's core values of high professionalism and technologically minded.

## Background - consumer data

**68%** OF CONSUMERS  
HAVE EXPERIENCED LEAKAGE WHEN  
USING ALKALINE BATTERIES

Research has shown that 68% of consumers have experienced leakage when using alkaline batteries<sup>(1)</sup>, which creates general product dissatisfaction. Reinforcing this, the same research has also shown that when purchasing batteries, apart from price considerations, consumers tend to consider the following three key criteria: long lasting, no leakage and shelf-life. Clearly, leakage and deterioration of batteries during storage are significant concerns for consumers.

### TOP 3 MOST IMPORTANT (except pricing)

- 1 LONG LASTING
- 2 NO LEAKAGE
- 3 LONG SHELF LIFE

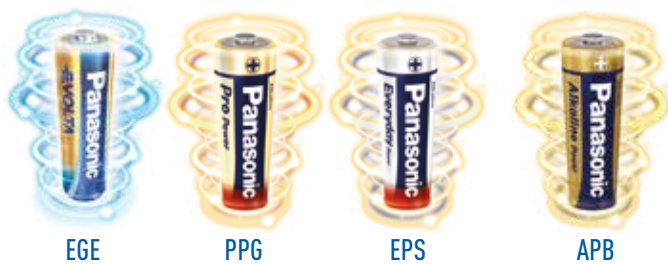


QUESTION: Have you experienced leakage?



## Anti-leak battery

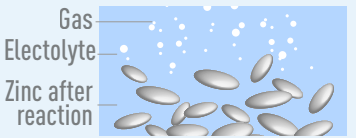
Panasonic has developed a new battery packaging design with a focus on anti-leak protection. Panasonic claims that these batteries will not leak if used and stored properly. The company believes this claim will prove highly attractive to consumers and give it a competitive edge in the market. Panasonic is enhancing its battery packaging with a logo that will feature across its alkaline battery range highlighting the 'anti-leak protection' claim.



## Technical improvement

Leakage in alkaline technology batteries is largely caused by a build up of hydrogen gas that is generated within the battery when it is over-discharged during use or is being stored<sup>(2)</sup>. The gas increases pressure in the battery and can lead to leakage. Anti-Leak Protection technology reduces the amount of gas generated and helps to prevent battery leakage.

### LEAKING DUE TO OVER-DISCHARGE



Gas form zinc after a chemical reaction

### LEAKING DUE TO STORAGE



Gas form unexpected metals like Fe powder



## 10-year power-protection

To underline the battery's reliability, the company has also launched a '10-year power-protection' logo that states that Panasonic batteries will work after an extended storage time if unused and stored properly. In other words, batteries carrying this logo will have a 10-year shelf-life and will keep their power for up to a decade from the production date as long as the battery has not been used previously and has been stored correctly.



## New look for Panasonic alkaline range

Reassurance about battery reliability is especially important to the multi-pack buyer who may not use all the purchased batteries immediately, but can now expect the purchased 'power' to be protected and available when needed: in six months, one, two or even ten years' time. The new '10-year power-protection' logo will feature on Panasonic's Evolta, Pro Power and Everyday sub-brands, including AA, AAA, C and D battery multi-packs.



The two new logos have been integrated into the Panasonic battery pack visuals giving the range a fresh new face that is not only appealing to consumers, but also reflects the company's core values through a quality technological and professional 'look and feel'.

The packaging highlights the quality and reliability of Panasonic Energy battery brands and appeals directly to identified consumer choice criteria.

(1) Source: Insite research 2012 dec.  
(2) Reduced leakage continuous improvement - Panasonic Corporation

PANASONIC'S  
LONG LASTING  
ALKALINE BATTERY



LR03EGE

LR6EGE

LR14EGE

LR20EGE

6LR61EGE

Panasonic's N° 1 long lasting alkaline battery



- **Exceptional performance** in low, mid and high drain products
- **Evolta outperforms high premium competitors** in commonly accepted industry performance tests<sup>(1)</sup>
- Developed to meet **the power needs of today's electronic appliances**.

Suitable for:

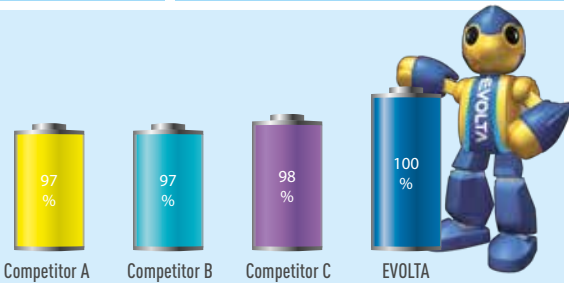


Product benefits:

- Eco ideas: **higher energy efficiency** = less batteries needed = less impact for the environment<sup>(2)</sup>

- See why Panasonic Evolta is **Panasonic's N° 1 long lasting alkaline battery**:

A flagship battery outperforming the competition<sup>(1)</sup>  
Evolta is not only the N°1 Panasonic battery, it outperforms high premium competitors too in comonly accepted industry performance tests. The claim "Panasonic's N°1 Long Lasting Alkaline Battery" will be used to remind consumers about the outstanding performance of the Evolta batteries.



PI 8 modes (IEC 2011)

Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
Blister						
LR03EGE	5410853044840	LR03EGE/2BP	2	12	5	164
	5410853044871	LR03EGE/4BP	4	12	5	164
LR6EGE	5410853044758	LR6EGE/2BP	2	12	5	114
	5410853044789	LR6EGE/4BP	4	12	5	114
LR14EGE	5410853045137	LR14EGE/2BP	2	12	5	75
LR20EGE	5410853045120	LR20EGE/2BP	2	12	5	40
6LR61EGE	5410853045144	6LR61EGE/1BP	1	12	5	84



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Cartons/ Pallet
Wide Blister						
LR03EGE	5410853044796	LR03EGE/8BW 4+4F	8	12	-	360
LR6EGE	5410853044703	LR6EGE/8BW 4+4F	8	12	-	256



High impact packaging with optimal product visibility & promotional message

(1) based on average PI of IEC external testing summer 2010  
(2) 20% longer lasting (vs. Panasonic Alkaline Standard Power Silver 2010 – based on average PI of IEC internal testing).



UP TO 80%  
LONGER  
LASTING\*



LR03PPG

LR6PPG

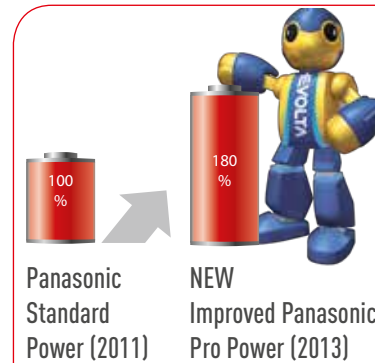
LR14PPG

LR20PPG

6LR61PPG

3LR12PPG

### Up to 80% longer lasting\*



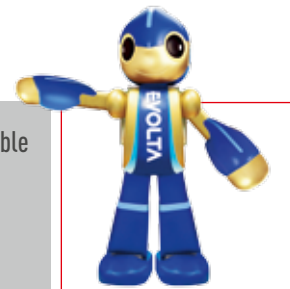
- Panasonic's Pro Power battery offers premium energy for your personal appliances.
- The improved capacity of the new Panasonic Pro Power battery has up to 80% extra performance compared to last years Alkaline ranges.\*

Suitable for:



### Product benefits:

- Premium alkaline range: developed to provide reliable and dependable power, any place any time.
- Ideal for high and medium drain appliances.
- Complete product line up.



### Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
Blister						
LR03PPG	5410853040125	LR03PPG/2BP	2	12	5	164
	5410853039006	LR03PPG/4BP	4	12	5	164
LR6PPG	5410853039891	LR6PPG/2BP	2	12	5	114
	5410853038948	LR6PPG/4BP	4	12	5	114
LR14PPG	5410853038917	LR14PPG/2BP	2	12	5	75
LR20PPG	5410853038887	LR20PPG/2BP	2	12	5	40
6LR61PPG	5410853038979	6LR61PPG/1BP	1	12	5	84
3LR12PPG	5410853039037	3LR12PPG/1BP	1	12	4	80



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Cartons/ Pallet
Wide Blister						
LR03PPG	5410853040156	LR03PPG/6BP 4+2F	6	12	-	410
	5410853040170	LR03PPG/8BW	8	12	-	360
	5410853040217	LR03PPG/8BW 4+4F	8	12	-	360
	5410853048497	LR03PPG/10BW 6+4F	10	12	-	360
LR6PPG	5410853039921	LR6PPG/6BP 4+2F	6	12	-	304
	5410853039945	LR6PPG/8BW	8	12	-	256
	5410853039983	LR6PPG/8BW 4+4F	8	12	-	256
	5410853048480	LR6PPG/10BW 6+4F	10	12	-	256



High impact packaging with optimal product visibility & promotional message

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Cartons/ Pallet
Power Diamond						
LR03PPG	5410853049487	LR03PPG/24PD	24	12	-	160
LR6PPG	5410853049463	LR6PPG/24PD	24	12	-	96



Multiple use: in shelf, basket, underneath shelf

\* Max. difference measured between Panasonic Pro Power production 2012 and Panasonic Standard Power production 2011 – Panasonic Internal IEC testing 2012.

\* Max. difference measured between Panasonic Pro Power production 2012 and Panasonic Standard Power production 2011 – Panasonic Internal IEC testing 2012.



UP TO 50%  
LONGER  
LASTING\*



LR03EPS



LR6EPS



LR14EPS



LR20EPS



6LR61EPS

Up to 50% longer lasting\*



- Panasonic's Everyday Power battery is an ideal power solution for commonly used devices.
- The improved capacity of the new Panasonic Everyday Power battery has up to 50% extra performance compared to last years Alkaline ranges.\*

Suitable for:



Product benefits:



- Standard alkaline range: formulated to provide reliable and dependable power.
- Excellent price versus quality ratio.



Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
Blister						
LR03EPS	5410853024750	LR03EPS/2BP	2	12	5	164
	5410853048077	LR03EPS/4BP	4	12	5	164
LR6EPS	5410853024705	LR6EPS/2BP	2	12	5	144
	5410853047964	LR6EPS/4BP	4	12	5	114
LR14EPS	5410853047827	LR14EPS/2BP	2	12	5	75
LR20EPS	5410853047810	LR20EPS/2BP	2	12	5	40
6LR61EPS	5410853047971	6LR61EPS/1BP	1	12	5	84



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Cartons/ Pallet
Wide Blister						
LR03EPS	5410853048015	LR03EPS/8BW	8	12	-	360
	5410853050094	LR03EPS/20BW	20	6	-	360
	5410853049449	LR03EPS/20BW 10+10F	20	6	-	360
LR6EPS	5410853047889	LR6EPS/8BW	8	12	-	256
	5410853047940	LR6EPS/20BW	20	6	-	256
	5410853047865	LR6EPS/20BW 10+10F	20	6	-	256



High impact packaging with optimal product visibility

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Cartons/ Pallet
Power Box						
LR3EPS	5410853051138	LR03EPS/20PB 10+10F	20	12	-	288
LR6EPS	5410853051060	LR6EPS/20PB 10+10F	20	12	-	144



NEW!

\* vs. previous Standard Power AA size – Panasonic Internal testing 2012 – DSC test according to IEC test conditions – June 2011.

\* vs. previous Standard Power AA size – Panasonic Internal testing 2012 – DSC test according to IEC test conditions – June 2011.

90% OF OUR  
CONSUMERS  
WOULD BUY  
PANASONIC  
ALKALINE\*



LR03APB



LR6APB



LR14APB



LR20APB



6LR61APB

90% of our consumers would buy Panasonic Alkaline\*



- Panasonic's Alkaline Power battery is a value for money power solution for those everyday appliances requiring more power.

Suitable for:



Product benefits:

- Standard alkaline range: formulated to provide reliable and dependable power.
- Excellent price versus quality ratio.



Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
Blister						
LR03APB	5410853042907	LR03APB/2BP	2	12	5	164
	5410853039334	LR03APB/4BP	4	12	5	164
LR6APB	5410853042259	LR6APB/2BP	2	12	5	114
	5410853039273	LR6APB/4BP	4	12	5	114
LR14APB	5410853039242	LR14APB/2BP	2	12	5	75
LR20APB	5410853039211	LR20APB/2BP	2	12	5	40
6LR61APB	5410853039303	6LR61APB/1BP	1	12	5	84



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

Model N°	CSU EAN	Re-order N°	Batteries/ Pack	Packs/ Carton	Cartons/ Bundle	Bundles/ Pallet
Shrink						
LR03APB	5410853041290	LR03APB/8P	8	6	5	208
LR6APB	5410853041238	LR6APB/8P	8	6	5	144
LR14APB	5410853041320	LR14APB/4P	4	6	5	88
LR20APB	5410853041351	LR20APB/4P	4	6	5	48



Compact and high impact packaging. Value for money packaging format.

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Cartons/ Pallet
Wide blister						
LR03APB	5410853042174	LR03APB/10BW	10	12	-	360
LR6APB	5410853042167	LR6APB/10BW	10	12	-	256



High impact packaging with optimal product visibility.

\* Based on a study on Alkaline Power subbrand conducted in December 2009 by InSites

\* Based on a study on Alkaline Power subbrand conducted in December 2009 by InSites



ZINC CARBON  
Red Zinc

PANASONIC'S  
ECONOMICAL  
POWER  
SOURCE



R03RZ    R6RZ    R14RZ    R20RZ    6F22RZ    3R12RZ    4R25RZ



Panasonic zinc carbon batteries have 0% lead added <sup>(1)</sup>

Economical power source



- Panasonic's zinc carbon batteries provide an economical power source for low drain devices.

Product benefits:

- Simple and reliable technology.
- Excellent price versus quality ratio.
- Economical in terms of cost per hour for low drain appliances.
- Full and comprehensive product line up.



Packaging benefits:



- Convenience: easy to store, to open, to choose.
- Consumer guidance with clear product information.

Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
Blister						
R03RZ	5410853032861	R03RZ/4BP	4	12	5	164
R6RZ	5410853032830	R6RZ/4BP	4	12	5	114
R14RZ	5410853032809	R14RZ/2BP	2	12	5	75
R20RZ	5410853032779	R20RZ/2BP	2	12	5	42
6F22RZ	5410853032892	6F22RZ/1BP	1	12	5	84
3R12RZ	5410853033134	3R12RZ/1BP	1	12	4	80



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

Model N°	CSU EAN	Re-order N°	Batteries/ Pack	Packs/ Carton	Cartons/ Bundle	Bundles/ Pallet
Shrink						
R03RZ	5410853034889	R03RZ/4P	4	12	5	208
R6RZ	5410853034872	R6RZ/4P	4	12	5	144



Compact and high impact packaging. Excellent product visibility. Value for money packaging format.

(1) Only for R03RZ, R6RZ, R14RZ & R20RZ



# PANASONIC RECHARGEABLES

NEW!



**Ready to use**  
Stay Charged up to 1 year<sup>(1)</sup>

All Panasonic rechargeable batteries are pre-charged and stay charged up to 365 days.<sup>(1)</sup>

Consumer research shows that there are more product irritations on standard rechargables<sup>(2)</sup>:

- Battery capacity wears out when not often used
- Rechargeable batteries need to be charged before use

**GREAT POTENTIAL FOR OUR NEW READY TO USE RECHARGEABLE RANGE**



For HEAVY users



For FREQUENT users



For OCCASIONAL users

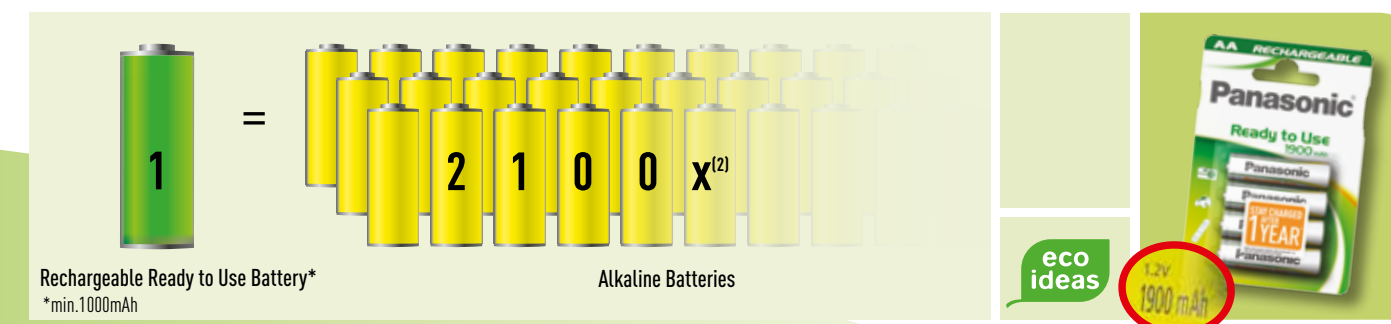
Panasonic Rechargeable – Full range of ready to use<sup>(1)</sup>

At purchase <sup>(2)</sup>	After charging	After 365 days non-usage <sup>(2)</sup>
<p>Ready to use</p> <p>PANASONIC Rechargeables 80% Regular Rechargeables 10%</p>	<p>PANASONIC Rechargeables 100% Regular Rechargeables 100%</p>	<p>Still ready to use</p> <p>PANASONIC Rechargeables 80% Regular Rechargeables 10%</p>

All ranges of Panasonic rechargeable are pre-charged and stay charged up to 365 days

**STAY CHARGED AFTER 1 YEAR<sup>(2)</sup>**

## ECO Ideas



High capacity + more cycles = higher energy efficiency = less product disposal

### New EU Directive

- Batteries put on the market from 30/05/2012 should comply to the new EU directive. This means that the minimum capacity has to be clearly mentioned on any rechargeable battery sold. All our Panasonic rechargeable batteries comply to this new regulation because we are an honest and fully compliant supplier for your batteries.

(1) Max. 80% after recharge. Under domestic house storage condition. Exclude D/C/9V  
(2) Insites research in UK, France, Germany and Poland - 2010

(1) Max. 80% after recharge. Under domestic house storage condition. Exclude D/C/9V  
(2) test conditions – internal Panasonic testing IEC

# RECHARGEABLE

Evolta 2450 - 900

NEW!

FOR  
HEAVY  
USERS



HHR-4XXE



HHR-3XXE

Offers more power

	AA	AAA		
Min. capacity mAh	2450 mAh	900 mAh		
Cycle life	Up to 500 times	Up to 500 times	Suitable for:	
Self discharge after 1 year	80%	80%		

### Product benefits:

- Ready to use: you can use them immediately after buying them
- Stay charged: after 1 year still up to 80% of the capacity remains without charging
- High capacity: up to 7x longer lasting than Alkaline\*
- Combines 'ready to use' with 'high capacity' at the same time thanks to world Nr. 1 battery manufacturer technology
- Specially designed for consumers with a focus on power.
- Provide an ideal power solution for frequently used high drain applications.

UP TO  
**7X\***  
LONG LASTING  
VS. ALKALINE

### Specifications:

Model N°		CSU EAN	Batteries/	Blisters/	Cartons/		
			Blister	Carton	Bundle		
Blister							
HHR-3XXE/4BC	(P-6/4BC2450)	5410853050865	4	12	5		
HHR-3XXE/2BC	(P-6/2BC2450)	5410853050872	2	12	5		
HHR-4XXE/4BC	(P-03/4BC900)	5410853050889	4	12	5		
HHR-4XXE/2BC	(P-03/2BC900)	5410853050896	2	12	5		



\* Versus Panasonic Alkaline Power in digital camera mode IEC. Depends on device and usage. \* Summer 2012



RECHARGEABLE  
Ready to use 1900 - 750

NEW!

# FOR FREQUENT USERS



HHR-4MVE



HHR-3MVE



Offers more convenience

	AA	AAA	Suitable for:	
Min. capacity mAh	1900 mAh	750 mAh		
Cycle life	Up to 1000 times	Up to 1600 times		
Self discharge after 1 year	80%	80%		

Product benefits:

- Ready to use: you can use them immediately after buying them
- Stay charged: after 1 year still up to 80% of the capacity remains without charging
- Combines the convenience of a disposable battery with the performance and cost benefits of a rechargeable battery
- Offers consumers a convenient battery range to meet all their needs
- Ideal for the frequent rechargeable battery user

STAY  
CHARGED  
AFTER  
1 YEAR<sup>(1)</sup>

Specifications:

Model N°	CSU EAN	Batteries/	Blisters/	Cartons/	
		Blister	Carton	Bundle	
Blister					
HHR-1SRE/2B <sup>(2)</sup>	(P-20/2BC2800)	5410853034520	2	6	5
HHR-2SRE/2B <sup>(2)</sup>	(P-14/2BC2800)	5410853034537	2	12	5
HHR-9SRE/1B <sup>(2)</sup>	(P-22/1BC170)	5410853034605	1	12	5
HHR-3MVE/4BC	(P-6/4BC1900)	5410853045250	4	12	5
HHR-3MVE/2BC	(P-6/2BC1900)	5410853045243	2	12	5
HHR-3MVE/4B1	(P-6/4BC1900 3+1)	5410853045991	4	12	5
HHR-4MVE/4BC	(P-03/4BC750)	5410853045274	4	12	5
HHR-4MVE/2BC	(P-03/2BC750)	5410853045267	2	12	5
HHR-4MVE/4B1	(P-03/4BC750 3+1)	5410853046004	4	12	5

(1) Max. 80% after recharge. Under domestic house storage condition.  
(2) All Panasonic rechargeable batteries are pre-charged and stay charged up to 365 days. Exclude D/C/9V.



# RECHARGEABLE

Ready to Use 1000 & telephone batteries

NEW!



## FOR OCCASIONAL USERS



HHR-3LVE

### Offers more economies

Ready to use 1000 AA		DECT batteries		
		AA	AAA	
Min. capacity mAh	1000 mAh	1000 mAh	750 mAh	
Cycle life	up to 2100 times	up to 2100 times	up to 1600 times	
Self discharge after 1 year	80%	80%	80%	



### Product benefits Ready to use 1000:

- Ready to use: You can use them immediately after buying them
- Stay charged: after 1 year still up to 80% of the capacity remains without charging
- Ideal for the frequent rechargeable battery user
- long cycle life: up to 2100 cycles

### Product benefits DECT batteries:

- Providing an ideal power solution for cordless communication appliances
- Packaging quantities in blister adapted to most frequently used appliances such as DECT phones or walkie talkies

### Specifications:

Model N°		CSU EAN	Batteries/ Blister	Blister/ Carton
Blister				
HHR-3LVE/4BC	(P-6/4BC1000)	5410853045304	4	12
HHR-3LVE/8B3	(P-6/8BW1000 5+3F)	5410853046028	8	12
HHR-4MVE/2BD	(P-03/2BC750 DECT)	5410853045359	2	12
HHR-4MVE/3BD	(P-03/3BC750 DECT)	5410853045366	3	12
HHR-3LVE/2BC	(P-6/2BC1000 DECT)	5410853046011	2	12



# CHARGERS

## Product benefits:

- Improved consumer communication, designed to aid product rotation
- Clear time indications and features
- A free 5 year warranty for added reassurance
- All chargers have lead-free soldering, less harmful for the environment
- Worldwide compatibility
- Safety: non rechargeable detection
- LED Timer ready indication
- For all Ni-MH batteries



# 5 YEAR WARRANTY



### BQ-CC09 intelligent quattro

#### Capabilities

- AA + AAA Ni-MH
- AA/AAA 1-4 batteries
- AAA 750 – 900 mAh
- AA 1000 – 2450 mAh

#### Extra product benefit

- Safety: overheating detection

## 2<sup>h</sup> CHARGE

#### Charger summary

- 1.5 - 5h
- Automatic switch-off when charged (DeltaV)

### BQ-CC03 timer quattro

#### Capabilities

- AA + AAA Ni-MH
- AA 1 ~ 4 batteries
- AAA 1 ~ 2 batteries
- AAA 750 – 900 mAh
- AA 1000 – 2450 mAh

#### Charger summary

- Safety Timer: max. 10 hours <sup>(1)</sup>



## 8<sup>h</sup> CHARGE



### BQ-CC07 timer quattro

#### Capabilities

- AA + AAA Ni-MH
- AA 1 ~ 4 batteries
- AAA 1 ~ 2 batteries
- AAA 750 – 900 mAh
- AA 1000 – 2450 mAh

#### Charger summary

- Safety Timer: max. 24 hours (1)

## EASY TO USE



### BQ-CC06 timer twin

#### Capabilities

- AA + AAA Ni-MH
- AA 1 ~ 4 batteries
- AAA 1 ~ 2 batteries
- AAA 750 – 900 mAh
- AA 1000 – 2450 mAh

#### Charger summary

- Safety Timer: max. 24 hours (1)

## EASY TO USE

### BQ-CC15 universal charger

#### Capabilities

- D/C 1-4 batteries
- 9V 1-2 batteries
- AAA 750 – 900 mAh
- AA 1000 – 2450 mAh
- D/C 2800 mAh
- 9V 170 mAh (manual stop)

#### Charger summary

- Automatic switch-off when charged (DeltaV)



## 6<sup>h</sup> CHARGE

## Specifications:

Model N°	CSU EAN	Charger size (mm) (W x H x D)	Blister size (mm) (W x H x D)	Blisters/ Carton
<b>Clam blister</b>				
BQ-CC03E/1KA*4P6*1900	5025232638444	70 x 115 x 55	105 x 230 x 66	12
BQ-CC06E/1KA*2P6*1000	5025232631292	52 x 120 x 65	105 x 230 x 66	6
BQ-CC07UK/1KA*4P6*1900	5025232631308	70 x 115 x 55	105 x 230 x 66	12
BQ-CC07E/1KA*4P6*1900*2P03*750	5025232631254	70 x 115 x 55	105 x 230 x 66	12
BQ-CC09E/1KA*4P6*1900	5410853047377	65 x 120 x 30	105 x 230 x 66	6
BQ-CC09UK/1KA*4P6*1900	5410853047391	65 x 120 x 30	105 x 230 x 66	6
BQ-CC15E/1B	5025232672141	110 x 200 x 55	130 x 265 x 75	6
BQ-CC15UK/1B	5025232693184	110 x 200 x 55	130 x 265 x 75	6

(1) Safety timer cut-off prevents overcharging

(1) Safety timer cut-off prevents overcharging

S.T. = Safety timer V/T = Volt/Temperature T.C. = Temperature Control



# PORTABLE POWER

NEW!

YOU ARE ON THE GO AND YOU WANT TO TAKE PICTURES WITH YOUR SMARTPHONE, BUT YOUR SMARTPHONE IS RUNNING OUT OF POWER?



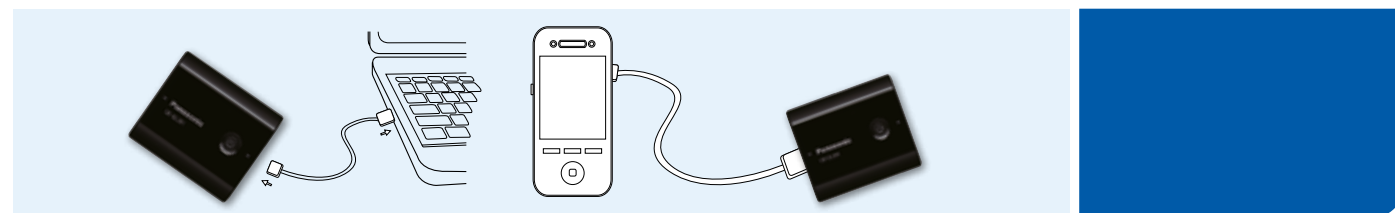
## POWER ON THE MOVE

PANASONIC INTRODUCES PORTABLE POWER

### What is Portable Power?

- This is an external portable battery that provides power supply for various electronic devices (smartphones, mobile phones, tablets, music player devices and portable gaming devices). This allows you to have mobile power, wherever you are. It can be recharged so you can use it repeatedly approx. 500 times. The Portable Power is easy to use & compact so you can take it everywhere.

### How to use Portable Power?



Suitable for:



ENJOY YOUR MOBILE LIFE WITHOUT INTERRUPTIONS



Back up power source for occasional use.  
Power for up to 60% extra charge\*

QE - QL102  
Occasional use

Power for up to 60% Extra charge\*

- **Easy to Use** Just plug it in for instant power
- **USB-micro B-type incorporated<sup>(1)</sup>**
- **Power indicator** Smart LED's show battery & charging status
- **Compact** 66 x 66 x 16 mm
- **Lightweight** +/- 58 g

(1) For iPhone®, please use a suitable connector.



Li-ion 3.7V  
**1430**  
mAh

Quick Charge  
max 500mA output



Back up power source for frequent use.  
Power for up to 1 extra charge\*

QE-QL101  
Frequent use

Power for up to 1 Extra charge\*

- **Powerful & quick** Charge your device quickly with max. 1A output
- **Easy to Use** Just plug it in for instant power
- **Power indicator** Smart LED's show battery & charging status
- **Compact** 39 x 70 x 22 mm
- **Lightweight** +/- 78 g



Li-ion 3.7V  
**2700**  
mAh

Quick Charge  
max 1A output



Back up power source for heavy duty use.  
Power for up to 2 extra charges\*

QE-QL201  
Heavy duty use

Power for up to 2 Extra charges\*

- **Powerful & quick** Charge your device quickly with max. 1.5A output
- **Double USB** Can charge two devices at once
- **Power indicator** Smart LED's show battery & charging status
- **Compact** 62 x 70 x 22 mm
- **Lightweight** +/- 142 g



Li-ion 3.7V  
**5400**  
mAh

Quick Charge  
2 outputs  
max 1.5A

### Specifications:

Model N°	CSU EAN	Battery size (mm) (W x H x D)	Weight (g)	Blisters/ Carton	Included:
Blister					Micro USB type B cable
QE-QL102EE-W	5410853050728	66 x 66 x 16	58	6	
QE-QL101EE-K	5410853050735	70 x 39 x 22	78	6	
QE-QL201EE-K	5410853050742	62 x 70 x 22	142	6	



Visual



Display

Strengthened performance visibility in-store



\* Estimated with a 1400 mAh battery capacity smartphone. It may change depending on battery conditions and circumstances.



COMBINES  
VERY LIGHT  
WEIGHT MATERIAL  
WITH LITHIUM  
TECHNOLOGY



CR2



CR123



2CR5



CRP2



CRV3

Lithium Technology



- Panasonic's LITHIUM POWER batteries combine very light weight material with lithium technology, to create a power source suitable for many cameras as well as other appliances using lithium

Suitable for:



Product benefits:

- Low internal resistance to provide rapid flash recovery time and quick shooting.
- A long shelf life up to 10 years
- Reliable even in a wide range of operating temperatures (-40°C to +70°C)
- For CRV3:
  - Suitable for many AA compatible digital still cameras (1).
  - Double capacity: offering longer lifetime (2).

Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Innercarton	Innecartons/ Outercarton
Blister					
CR2	5025232016082	CR-2L/1BP	1	10	10
	5410853013464	CR-2L/2BP	2	10	10
CR123	5410853017097	CR-123AL/1BP	1	10	10
	5410853017110	CR-123AL/2BP	2	10	10
2CR5	5410853017158	2CR-5L/1BP	1	10	10
CRP2	5410853017134	CR-P2L/1BP	1	10	10
CRV3	5410853014430	CR-V3L/1BP	1	10	10



Perforated strip  
for easy opening.



(1) Please check your instruction manual  
(2) Due to parallel use of 2 x AA size lithium battery (with 3V)

DESIGNED  
TO PROVIDE **RELIABLE AND  
LONG LASTING  
POWER**

Lithium Power



- The Panasonic's LITHIUM POWER coins have been designed to provide reliable and long lasting power

Suitable for:



Product benefits:



- A long shelf life of up to 10 years.
- Reliable even in a wide range of operating temperatures (-30°C to +60°C).
- Wide range available on blister.
- Extensive cross reference table on the blister.
- No mercury added



Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/	Blisters/	Innercartons/
			Blister	Innercarton	Outercarton
Blister					
CR1025	5410853010227	CR-1025EL/1B	1	10	10
CR1216	5410853010210	CR-1216EL/1B	1	10	10
CR1220	5019068085091	CR-1220EL/1B	1	10	10
CR1616	5019068085107	CR-1616EL/1B	1	10	10
CR1620	5025232068258	CR-1620EL/1B	1	10	10
CR1632	5410853038320	CR-1632EL/1B	1	10	10
CR2012	5410853038450	CR-2012EL/1B	1	10	10
CR2016	5019068085114	CR-2016EL/1B	1	10	10
	5025232060665	CR-2016EL/2B	2	10	10
	5410853043812	CR-2016EL/6BP	6	20	5
CR2025	5019068085121	CR-2025EL/1B	1	10	10
	5025232060672	CR-2025EL/2B	2	10	10
	5410853043829	CR-2025EL/6BP	6	20	5
CR2032	5019068085138	CR-2032EL/1B	1	10	10
	5025232060689	CR-2032EL/2B	2	10	10
	5410853043836	CR-2032EL/6BP	6	20	5
CR2354	5410853038481	CR-2354EL/1B	1	10	10
CR2430	5410853012313	CR-2430EL/1B	1	10	10
CR2450	5410853014355	CR-2450EL/1B	1	10	10
	5410853049074	CR-2450EL/6BP	6	20	5



New space saving blister size still with maximum information on it.



Individual perforations for each of the 6 batteries.



DESIGNED  
TO PROVIDE **RELIABLE** AND  
**LONG LASTING**  
**POWER**



LR44



LR1130



LR43



LRV08



LR1

Micro Alkaline



- The Panasonic's Cell Power MICRO ALKALINE coins have been designed to provide reliable and long lasting power

Suitable for:



Product benefits:



- Excellent price versus quality ratio
- Extensive cross reference table on the blister
- No mercury added



Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/	Blisters/	Innercartons/
			Blister	Innecarton	Outercarton
Blister					
LR44	5019068083035	LR-44EL/1B	1	10	10
	5410853018469	LR-44EL/2B	2	10	10
	5410853049135	LR-44L/6BP	6	20	5
LR1130	5019068083011	LR-1130EL/1B	1	10	10
LR43	5019068083028	LR-43EL/1B	1	10	10
LRV08	5019068592568	LRV08L/1BE	1	10	10
	5410853049104	LRV08L/2BE	2	10	10
LR1	5019068592551	LR1L/1BE	1	10	10



# ZINC AIR

Batteries for hearing aid

UP TO **20%**  
**INCREASED  
CAPACITY\***



## Zinc Air

- Panasonic ZINC AIR hearing aid batteries have been developed with the consumer's needs in mind

Suitable for:



### Product benefits:

- Up to 20% increased capacity vs previous Panasonic zinc air batteries.
- Ideal for new generation digital hearing aids.
- Comfortable, light and providing a steady level of power for hearing enhancement equipment.
- Reliable power in various temperature conditions.

### Packaging benefits:

- Convenience: easy to store, to open, to choose.
- Consumer guidance with clear product information.
- Attractive design.



PR10



PR13



PR312



PR675

### Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/	Blisters/	Innercartons/
			Blister	Innercarton	Outercarton
Blister					
PR10 (PR230/PR536)	5410853023296	PR-10L/6LB	6	10	40
PR13 (PR48)	5410853023289	PR-13/6LB	6	10	40
PR312 (PR41)	5410853023302	PR-312/6LB	6	10	40
PR675 (PR44)	5410853023319	PR-675/6LB	6	10	40



Compact sized blisters.  
Easy to stow away; fits in purse or wallet.

\* Vs. Previous Panasonic PR-675H (44H) & PR-675P (44P) – IEC test conditions until 1,05V



SILVER OXIDE  
Cell power

DESIGNED  
TO OFFER **HIGH**  
PERFORMANCE  
IN A **WIDE VARIETY** OF  
APPLIANCES



Designed to offer high performance in a wide variety of appliances

- The Panasonic's cell power SILVER OXIDE batteries are designed to offer high performance in a wide variety of appliances.

Suitable for:



Product benefits:

- High performance batteries for various types of watches and other small electronic.
- Wide range available on blister.
- Extensive cross reference table on the blister.
- No mercury added



Specifications:

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Innercarton	Innecartons/ Outercarton
Blister					
SR521	5410853035466	SR-521EL/1B	1	10	10
SR616	5410853035473	SR-616EL/1B	1	10	10
SR621	5410853035480	SR-621EL/1B	1	10	10
SR626	5410853035497	SR-626EL/1B	1	10	10
SR721	5410853035503	SR-721EL/1B	1	10	10
SR920	5410853035527	SR-920EL/1B	1	10	10
SR927	5410853035534	SR-927EL/1B	1	10	10
SR936	5410853035541	SR-936EL/1B	1	10	10
SR1130	5410853035428	SR-1130EL/1B	1	10	10
SR41	5410853035435	SR-41EL/1B	1	10	10
SR44	5410853013976	SR-44EL/1B	1	10	10
4SR44	5410853013990	4SR44L/1BP	1	10	10



New space saving  
blister size still  
with maximum  
information on it.



SR521



SR616



SR621



SR626



SR721



SR920



SR927



SR936



SR1130



SR41



SR44



4SR44

TORCHES  
LED

HIGH EFFICIENT  
TORCHES  
FOR VARIOUS NEEDS



BF-BG01

BF-BL01

F-KJE11AE

BF-AF10

BF-BG01

- Product benefits:
- Stylish bright LED with long battery life (up to 70 hours with Evolta AA batteries).
  - User friendly, low battery consumption.
  - Convenient hanging ring.



BF-BL01

- Product benefits:
- Stylish bright pocket LED with long battery life (up to 33 hours with EVOLTA AAA batteries).
  - User friendly, low battery consumption.
  - Convenient hanging ring.
  - Morse button.



F-KJE11AE

- Product benefits:
- Value kit with 3 LED torches (BF-BG01 – BF-BL01 – Key chain light)
  - Batteries included



BF-AF10

- Product benefits:
- This range is a handsfree necklace light for reading, sports, nightfishing and many other activities where a handy light can be useful.
  - Available in 4 different trendy colors.



Specifications:

Model N°	CSU EAN	Re-order N°	Torches/ Blister	Blisters/ Innercarton	Blisters/ Outercarton
Packaging					
BF-BG01	5025232583188	BF-BG01B/KBE	1	10	-
BF-BL01	5025232616510	BF-BL01BKE	1	12	60
F-KJE11AE	5025232622757	F-KJE11AE	3	12	-
BF-AF10 Turquoise	5025232641871	BF-AF10P-A	1	12	60
BF-AF10 Black	5025232641819	BF-AF10P-K	1	12	60
BF-AF10 Pink	5025232641789	BF-AF10P-P	1	12	60
BF-AF10 Yellow	5025232641840	BF-AF10P-Y	1	12	60





CARTON PROMOTIONAL

Panasonic's carton displays are designed to offer benefits to both consumers and trade. Panasonic offers different display concepts: displays containing SRP-units as a building stone, displays with traditional pockets as well as displays using trays.

PRODUCT BENEFITS SRP – UNIT (Shelf Ready Packaging)

- Convenience & time-saving: an SRP-unit is a handy, pre-filled carton box with battery blisters. It is ready to put on the shelves, directly after unpacking.
- High impact branding: in an SRP-unit, blisters can stand up straight due to a solid plastic tray. This makes the blisters clearly visible for the shopper. Furthermore, each SRP-unit is branded.
- High flexibility: different types & sizes of blisters can fit in an SRP-unit.
- An SRP is used as a stand-alone counter display and as a building stone for displays, e.g. 8S & 18S

PRODUCT BENEFITS DISPLAYS

- Limited time to set up & re-fill
- All displays can be sent pre-filled
- All displays have been manufactured with environmental friendly materials
- Excellent overall quality & stability
- Modern design
- High impact branding on topcard and side panels
- High product visibility
- Easy access to products

Counter Displays<sup>(1)</sup>



SRP



Codis



Codis F4

Floor Displays<sup>(1)</sup>



Flodis 8S



Flodis 12W



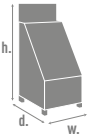
Flodis 18S



LCD 2000

Specifications:

Displays <sup>[2]</sup>	Dimensions without topcard			Topcard		Features	Concept		
	Height (cm)	Width (cm)	Depth (cm)	Inclusive	Dimensions (Height x Width) (cm)	Net weight (kg)/display <sup>[3]</sup>	SRP	Pocket	Tray
Counter display									
SRP	3	18,5	18,5	yes	15 x 17	0,08			
Codis	12	19	39	yes	15 x 17	0,16			
Codis F4	12,5	35,5	16	yes	12,5 x 35,5	0,32			
Floor display									
Flodis 8S	100	50,5	40	Yes	32 x 41	5,04	x		
Flodis 12W	111	37,1	40	Yes	35 x 37,5	3,2		x	
Flodis 18S	110	60	41	Yes	32 x 41	13,4	x		
LCD 2000	77	59	39,5	Yes	45,6 x 101,8	2,42			x



(1) These display types can be different from country to country, please contact your local representative/dealer  
(2) Display visuals: final design pending on promotional campaign  
(3) Weight is excluding display filling

# DISPLAYS

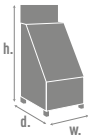
Metal Permanent<sup>(1)</sup>



DESIGNED TO OFFER **BENEFITS**  
TO BOTH **CUSTOMERS**  
AND **TRADE**

METAL PERMANENT Panasonic's permanent metal display range is designed to offer benefits to both consumers and the trade.	PRODUCT BENEFITS Attractive design, in line with Panasonic's carton displays <ul style="list-style-type: none"><li>• Maximised brand visibility</li><li>• Displays for different channels: solutions for checkouts, secondary placements, big volumes &amp; high premium displays</li><li>• Quick mounting</li><li>• Excellent quality</li></ul>	PRODUCT BENEFITS DISPLAYS <ul style="list-style-type: none"><li>• All metal displays are delivered with topcard, side panels and pre-mounted bars of hooks.</li><li>• All counter &amp; side hanger displays are delivered empty in one carton with standard Panasonic topcard.</li></ul>
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## Specifications:



Displays	EAN	Dimensions without topcard				Features		Logistics			
		Height (cm)	Width (cm)	Depth (cm)	Hook length (cm)	N° hooks	N° rows	Net weight (kg)	Gross weight (kg)	Cartons/ Pallet	Outer carton dimensions (cm) (WxHxD)
Counter display											
Counter 6H	5410853043287	61,4	23,0	20,0	18,0	6	3	2,4	3,6	50	24 x 62 x 24
Counter 6H AT	5410853043294	61,4	23,0	20,0	18,0	6	3	2,4	3,6	50	24 x 62 x 24
Counter 6H flex	5410853043300	61,4	23,0	20,0	18,0	6	3	2,9	4,1	50	24 x 62 x 24
Counter 6H Battery Shaped	5410853043485	56,0	28,0	23,0	18,0	6	3	8,0	9,0	12	29 x 58 x 24
Counter 9H	5410853043539	61,4	32,5	20,0	18,0	9	3	2,8	4,0	25	35 x 80 x 24
Counter 12H	5410853043546	77,9	32,5	20,0	18,0	12	4	3,7	4,9	30	35 x 65 x 24
Metal clip strips											
Metal Strip 5H	5410853043324	80,0	15,0	12,0	12,0	5	5	0,5	0,7	50	17 x 80 x 13
Metal Strip 10H	5410853043317	78,0	15,0	0,1	1,2	10	10	0,3	0,5	20	plastic foil
Floor display (brand side panel incl.)											
Floor 28H	5410853043379	180,0	53,0	40,0	30,0	28	7	27,0	29,2	10	58x118x19
Floor 40H	5410853043416	230,0	53,0	40,0	30,0	40	10	30,1	33,1	10	58x118x19
Floor 50H	5410853043423	230,0	62,5	40,0	30,0	50	10	33,1	36,1	5	68x118x25
Floor 80H	5410853043447	230,0	91,0	40,0	30,0	80	10	44,4	47,4	5	78x118x40
Floor 2x32H battery shape	5410853043454	167,2	40,2	57,1	23,0	64	16	40,0	41,0	2	plastic foil + ripple carton

## Counter Displays



Counter 6H + AT



Counter 6H flex<sup>(2)</sup>



Counter 6H battery shaped



Counter 9H



Counter 12H

## Metal clip strips



Metal strip 5H



Metal strip 10H

## Floor Displays



Floor 28H



Floor 40H



Floor 50H



Floor 80H



Floor 2x32 battery shape

(1) Displays delivered empty – Above display decoration is only an example. These display types may differ from country to country. Please contact your local representative/dealer.

(2) Flexible display contains single hooks to be clipped anywhere on the back plate.



# Cross reference table

## Alkaline

PANASONIC	DURACELL	ENERGIZER	VARTA	KODAK	RAYOVAC	SONY	OTHERS
LR03	MN2400	E92	4003	K3A	824	AM4	AAA
LR6	MN1500	E91	4006	KAA	815	AM3	AA
LR14	MN1400	E93	4014	KC	814	AM2	C
LR20	MN1300	E95	4020	KD	813	AM1	D
6LR61	MN1604	522	4022	K9V	A1604	6AM6	9V
3LR12	MN1203	-	4012	-	-	-	4,5V

## Zinc Carbon

PANASONIC	ENERGIZER	KODAK	MAXELL	RAYOVAC
R03	A91	K3A	R03P(AB)	3AAA
R6	A92	KAA	R6P	5Aw
R14	A93	KC	R14P	4C
R20	A95	KD	R20P	6D
6F22	A522	K9V	-	D1604

## Photo lithium

PANASONIC	DURACELL	ENERGIZER	KODAK	IEC
CR2	DL CR2	CR2	KCR2	CR17355
CR123	DL 123A	EL CR123AP	K123LA	CR17345
2CR5	DL 245	EL 2CR5	KL2CR5	2CR5
CRP2	DL 223A	EL 223AP	KCRP2A	CRP2
CRV3	DL CRV3	EL CRV3	CRV3	-

## Rechargeable

PANASONIC	DURACELL	ENERGIZER	VARTA	PHILIPS	MEMOREX
HHR4 (P03)	HR03	RX03	5003	NCR03P	HR03
HHR3 (P6)	HR6	RX6	5006	NCR6P	HR6
HHR2 (P14)	HR14	RC14S	5014	NCR14P	HR14
HHR1 (P20)	HR20	RC20S	5020	NCR20P	HR20
HHR9 (P22)	HR22	-	-	6NCR22P	9V

## Zinc Air

PANASONIC	DURACELL	ENERGIZER	VARTA	MAXELL	RAYOVAC
PR10(230)	DA230	230AP	V230A	-	10AE
PR13	DA13	13AP	V13A	EP13E	13AE
PR312	DA312	312AP	V312A	EP312E	312AE
PR675	DA675	675AP	V675A	EP675E	675AE
PR675	-	EP675E	-	675AP	-

## Micro alkaline coin batteries Cell Power

PANASONIC	DURACELL	ENERGIZER	VARTA	PHILIPS	KODAK	RAYOVAC	MAXELL	SONY	IEC
LR44	LR44	A76	V13GA	A76	KA76	RW82	LR44		LR44
LR1130	LR54	189	V10GA	-	KA54	RW89	-		-
4LR44	4LR44	A544	V4034PX	PX4034	K28A	-	4LR44		4LR44
LR43	LR43	186	V12GA	186	KA43	RW84	-		LR43
LRV08	MN21	E23A	V23GA	8LR932	K23A	23A-SP1	-		8LR932
LR1	MN9100	E90	4001	LR1	KN	LR01 (801)	LR1	AM5	LR1

## Lithium coin

PANASONIC	DURACELL	KODAK	OTHERS
CR1025	DL1025	-	-
CR1216	DL1216	-	-
CR1220	DL1220	-	-
CR1616	DL1616	-	-
CR1620	DL1620	-	-
CR1632	-	-	-
CR2012	-	KCR2012	-
CR2016	DL2016	KCR2016	LM2016
CR2025	DL2025	KCR2025	LM2025
CR2032	DL2032	KCR2032	LM2032
CR2354	-	KCR2354	-
CR2430	DL2430	KCR2430	LM2430
CR2450	DL2450	KCR2450	-

## Silver Oxide

PANASONIC	DURACELL	ENERGIZER	VARTA	KODAK	MAXELL	RAYOVA	IEC
SR516	D317	317	V317	-	SR516SW	317 (RW326)	-
SR521	D379	379	V379	-	SR521SW	379 (RW327)	SR63
SR616	D321	321	V321	-	SR616SW	321 (RW321)	SR65
SR621	D364	364	V364	-	SR621SW	364 (RW320)	SR60
SR626	D377	377	V377	-	SR626SW	377 (RW329)	SR66
	D376	376	V376	-	SR626W	-	-
SR721	D362	362	V362	-	SR721SW	362 (RW310)	SR58
	D361	361	V361	-	SR721W	361 (RW410)	-
SR726	D397	397	V397	-	SR726SW	397 (RW311)	SR59
SR920	D371	371	V371	-	SR920SW	371 (RW315)	SR69
	D370	370	V370	-	SR920W	370 (RW415)	-
SR927	D395	395	V395	-	SR927SW	395 (RW313)	SR57
	D399	399	V399	-	SR927W	399 (RW413)	-
SR936	D394	394	V394	-	SR936SW	394 (RW33)	SR45
SR1120	D391	391	V391	-	SR1120SW	391 (RW40)	SR55
	D381	381	V381	-	SR1120W	381 (RW30)	-
SR1130	D390	390	V390	-	SR1130SW	390 (RW39)	SR54
	D389	389	V389	-	SR1130W	389 (RW49)	-
SR41	D384	384	V384	-	SR41SW	384 (RW37)	SR41
	D392	392	V392	-	SR41W	392 (RW47)	-
SR44	D357	EPX76	V76PX	KS76	SR44	357	SR44
4SR44	PX28	544	V28PX	KS28		RPX28	4SR44

# Technical specifications

## Evolta

Model N°	Size		Technology	Voltage (V)	Height (mm)	Diameter (mm)	Weight (g)
LR03EGE	S	AAA	Alkaline	1,5	44,5	10,5	11,4
LR6EGE	M	AA	Alkaline	1,5	50,5	14,5	23,1
LR14EGE	L	C	Alkaline	1,5	50,0	25,7	68,7
LR20EGE	XL	D	Alkaline	1,5	61,5	33,6	140,9
6LR61EGE	9V	9V	Alkaline	9	47,5	25,25 x 16,3	43,3

## Pro Power

Model N°	Size		Technology	Voltage (V)	Height (mm)	Diameter (mm)	Weight (g)
LR03PPG	S	AAA	Alkaline	1,5	44,5	10,5	11,4
LR6PPG	M	AA	Alkaline	1,5	50,5	14,5	23,1
LR14PPG	L	C	Alkaline	1,5	50,0	25,7	68,7
LR20PPG	XL	D	Alkaline	1,5	61,5	33,6	140,9
6LR61PPG	9V	9V	Alkaline	9	47,5	25,25 x 16,3	43,3
3LR12PPG	-	-	Alkaline	4,5	67	62 x 22	163

## Everyday Power

Model N°	Size		Technology	Voltage (V)	Height (mm)	Diameter (mm)	Weight (g)
LR03EPS	S	AAA	Alkaline	1,5	44,5	10,5	10,8
LR6EPS	M	AA	Alkaline	1,5	50,5	14,5	23,1
LR14EPS	L	C	Alkaline	1,5	50,0	25,7	66,6
LR20EPS	XL	D	Alkaline	1,5	61,5	33,6	136,5
6LR61EPS	9V	9V	Alkaline	9	47,5	25,25 x 16,3	42,9

## Alkaline Power

Model N°	Size		Technology	Voltage (V)	Height (mm)	Diameter (mm)	Weight (g)
LR03APB	S	AAA	Alkaline	1,5	44,5	10,5	10,8
LR6APB	M	AA	Alkaline	1,5	50,5	14,5	22,8
LR14APB	L	C	Alkaline	1,5	50,0	25,7	66,6
LR20APB	XL	D	Alkaline	1,5	61,5	33,6	136,5
6LR61APB	9V	9V	Alkaline	9	47,5	25,25 x 16,3	42,9

## Red Zinc

Model N°	Size		Technology	Voltage (V)	Height (mm)	Diameter (mm)	Weight (g)
R03RZ	S	AAA	Zinc carbon	1,5	44	10,2	8,85
R6RZ	M	AA	Zinc carbon	1,5	50,25	13,9	17,5
R14RZ	L	C	Zinc carbon	1,5	49,4	25,4	47,7
R20RZ	XL	D	Zinc carbon	1,5	60,7	32,9	98,5
6F22RZ	9V	9V	Zinc carbon	9	48,5	17,5 x 26,5	37,9
3R12RZ	-	-	Zinc carbon	4,5	67	62 x 22	110
4R25RZ	-	-	Zinc carbon	6	108	65 x 65	575
PP9RZ	-	-	Zinc carbon	9	78	65 x 50	368,76

## Rechargeable Evolta

Model N°	Size		Technology	Voltage (V)	Capacity (mAh) <sup>(1)</sup>	Height (mm)	Diameter (mm)	Weight (g)
HHR-4XXE	AAA	S	Ni-MH	1,2	900	43,9	10,2	12,6
HHR-3XXE	AA	M	Ni-MH	1,2	2450	50,35	14,2	29,2

## Rech Ready to Use 1900 - 750

Model N°	Size		Technology	Voltage (V)	Capacity (mAh) <sup>(1)</sup>	Height (mm)	Diameter (mm)	Weight (g)
HHR-4MVE	AAA	S	Ni-MH	1,2	750	44,5	10,5	13
HHR-3MVE	AA	M	Ni-MH	1,2	1900	50,5	14,5	29
HHR-2SRE	C	L	Ni-MH	1,2	2800	49,8	25,6	69,4
HHR-1SRE	D	XL	Ni-MH	1,2	2800	61,6	32,9	81,1
HHR-9SRE	9V	9V	Ni-MH	8,4	170	47,6	15,35x25,7	31,6

## Rech Ready to Use 1000 & telephone

Model N°	Size		Technology	Voltage (V)	Capacity (mAh) <sup>(1)</sup>	Height (mm)	Diameter (mm)	Weight (g)
HHR-3LVE	AA	M	Ni-MH	1,2	1000	50,5	14,5	20,35

## Photo Lithium

Model N°	Technology	Voltage (V)	Capacity (mAh)	Height (mm)	Diameter (mm)	Weight (g)
CR2	Photo lithium	3	850	27	15,6	11,08
CR123	Photo lithium	3	1400	34,5	17,1	17
2CR5	Photo lithium	6	1400	45	17 x 34	38
CRP2	Photo lithium	6	1400	36	19,5 x 34	37
CRV3	Photo lithium	3	3300	52	14 X 28	39

## Lithium coin

Model N°	Technology	Voltage (V)	Capacity (mAh)	Height (mm)	Diameter (mm)	Weight (g)
CR1025	Lithium	3	30	2,50	10,00	0,7
CR1216	Lithium	3	25	1,60	12,50	0,7
CR1220	Lithium	3	35	2,00	12,50	0,9
CR1616	Lithium	3	55	1,60	16,00	1,2
CR1620	Lithium	3	75	2,00	16,00	1,3
CR1632	Lithium	3	140	3,2	16,00	1,8
CR2012	Lithium	3	55	1,2	20,00	1,4
CR2016	Lithium	3	90	1,60	20,00	1,7
CR2025	Lithium	3	165	2,50	20,00	2,6
CR2032	Lithium	3	220	3,20	20,00	3,1
CR2354	Lithium	3	565	5,4	23,00	5,8
CR2430	Lithium	3	285	3,00	24,50	3,9
CR2450	Lithium	3	620	5,00	24,50	6,3

(1) Minimum capacity



# Technical specifications

## Micro Alkaline coin

Model N°	Technology	Voltage (V)	Capacity (mAh)	Height (mm)	Diameter (mm)	Weight (g)
LR44	Alkaline	1,5	120	5,10	11,50	1,95
LR1130	Alkaline	1,5	65	3,00	11,60	1,27
LR43	Alkaline	1,5	100	4,12	11,60	1,50
LRV08	Alkaline	12,0	38	28,00	10,00	7,50
LR1	Alkaline	1,5	900	30,20	12,00	9,20

## Zinc Air

Model N°	Technology	Voltage (V)	Capacity (mAh)	Height (mm)	Diameter (mm)	Weight (g)
PR10 (PR230/PR536)	Zinc air	1,4	75	3,6	5,8	0,28
PR13 (PR48)	Zinc air	1,4	300	5,4	7,9	0,8
PR312 (PR41)	Zinc air	1,4	170	3,6	7,9	0,49
PR675 (PR44)	Zinc air	1,4	605	5,4	11,6	1,76

## Silver Oxide

Model N°	Technology	Voltage (V)	Capacity (mAh)	Height (mm)	Diameter (mm)	Weight (g)
SR521	Silver Oxide	1,55	17	2,15	5,80	0,24
SR616	Silver Oxide	1,55	16	1,65	6,80	0,25
SR621	Silver Oxide	1,55	23	2,15	6,80	0,31
SR626	Silver Oxide	1,55	28	2,60	6,80	0,39
SR721	Silver Oxide	1,55	25	2,10	7,90	0,41
SR920	Silver Oxide	1,55	45	2,05	9,50	0,60
SR927	Silver Oxide	1,55	55	2,70	9,50	0,80
SR936	Silver Oxide	1,55	70	3,60	9,50	1,07
SR1130	Silver Oxide	1,55	82	3,10	11,60	1,50
SR41	Silver Oxide	1,55	45	3,60	7,90	0,70
SR44	Silver Oxide	1,55	180	5,40	11,60	2,40
4SR44	Silver Oxide	6,20	160	25,10	13,00	11,00

## Torches

Model N°	Color	Type	Dimensions (mm)	Weight (g)	Batteries (incl.)	Bulb	Brightness (LUX) <sup>(2)</sup>
BF-BG01	Black	Barrel	205H x 42D	63	3 x AA	LED	220
BF-BL01BK	Black	Flat	98H x 48L x 17W	80	3 x AAA	LED	150
F-KJE11AE	Black / Black / Silver	Barrel / Flat / Keychain	205H x 42D / 98Hx48Lx17W / 35D x 9H	63 / 80 / 13	3 x AA / 3 x AAA / 2 x CR2025	-	-
BF-AF10	Yellow/black/pink/turquoise	Handsfree necklace light	50H x 30W x 26D	40	2 x CR2032	LED	-



## Portable Power

	Occasional use Portable Power 1430 QE-QL102	Frequent use Portable Power 2700 QE-QL101	Heavy duty use Portable Power 5400 QE-QL201
Technical specifications			
Lithium ion battery	3.7 V, 1430 mAh	3.7 V, 2700 mAh	3.7 V, 5400 mAh
Rated Input	DC 5.0 V 500 mA	DC 5.0 V 500 mA	DC 5.0 V 500 mA
Rated Output	DC 5.0 V 500 mA	DC 5.0 V 1 A Max	DC 5.0 V 1,5 A Max
Number of USB outputs	1	1	2
Recharging Time	+/- 4 h	+/- 7 h	+/- 14 h
Output Time	+/- 1.3 h	+/- 2.5 h	+/- 5 h
Weight	+/- 58 g	+/- 78 g	+/- 142 g
Dimensions	66 x 66 x 16 mm	70 x 39 x 22 mm	62 x 70 x 22 mm
Package Contents			
USB Charging Cable	1	1	1
User's Manual	1	1	1
Appliances			
Smartphone / Mobile phone	•*	•	•
Portable gaming device	•	•	•
Music Player	•	•	•
Tablet			•

\* For iPhone, please use a suitable connector.  
(2) Internal Panasonic testing, 2010 (ANSI/NEMA FL 1)

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